TARGETING TRAVEL INNOVATORS

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TAMS
Travel Activities & Motivation Survey

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EXECUTIVE SUMMARY

One of the challenges that marketers of new travel products are faced with is identifying who will be the most likely traveller to purchase these products early in their product life cycle. These travellers, coined as travel innovators, are usually the ones most open to new experiences and it is often through endorsement emanating from them that the acceptance of the new product is accelerated to the broader market.

This paper utilizes the Travel Activities and Motivation Survey (TAMS), that was conducted in 1999-2000 across Canada and the USA, to profile the group to which the travel innovators are most likely to belong – this is the group that reads travel related literature and attends travel related shows frequently (coined here as Travel Readers).

The Canadian Travel Readers:

Where to reach them

- Print media (daily and weekend newspapers and travel magazines) represents the best way to reach them. They are much more susceptible to advertising than other travellers, but only advertising in newspapers and magazines.
- TV ads do not have much of an impact on them. But, if TV is the medium of choice, then the ad should be scheduled during nature shows, movies on TV, news magazine shows and early evening news shows. The best approach for TV would be to incorporate any message about Ontario in one of these shows rather than purchasing advertising time during commercial breaks.

What should the ad portray?

- Ads should appeal to people who are curious, who seek learning through their travels and who seek the unusual in an outdoors or rural setting.
- Travel Readers do not seem to have a very high opinion of Ontario as a travel destination, although they do view it as a place with beautiful scenery. As such, ads could either build on Ontario's strength as an outdoors place with beautiful scenery or try to convert their views of the province's other tourism assets.

The US Travel Readers:

Where to reach them

- Print media (daily and weekend newspapers and travel magazines) represents the best way to reach them. They are much more susceptible to advertising than other travellers, but only advertising in newspapers and magazines.
- TV ads do not have much of an impact on them. But, if TV is the medium of choice then the ad should be scheduled during nature shows, movies on TV, early evening news shows and professional sports events. The best approach for TV would be to incorporate any message about Ontario in one of these shows rather than purchasing advertising time during commercial breaks.
- Brochures received by mail also represent a much more efficient way to reach them than TV. However, brochures should be designed so as to peak their curiosity and make it clear that the envelop contains travel information.

What should the ad portray?

- Ads should appeal to people who are curious, who seek learning through their travels and who seek the unusual in an outdoors or rural setting. But since the US Travel Readers do not like roughing it as much as their Canadian counterparts, the rugged part of the outdoors could be minimized.
- They do not seem to have a very high opinion of Ontario as a travel destination, although they do view it as a place with beautiful scenery. As such, as could either build on Ontario's strength as an outdoors place with beautiful scenery or try to convert their views of the province's other tourism assets.

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INTRODUCTION

One of the challenges that marketers of new travel products are faced with is identifying who will be the most likely traveller to purchase these products early in their product life cycle. These travellers, coined frequently as travel innovators, are usually the ones most open to new experiences and it is often through subsequent word-of-mouth endorsement emanating from these travellers that the acceptance of the new product is accelerated to the broader market.

A number of tourism researchers have focused their attention on identifying the characteristics of these travel innovators. A recent study conducted in Singapore by S.W. Litvin, G.H. Kara and R. Goldsmith[1] utilized the concept of self-image and suggested that travel marketers should direct their effort in such a way that travel innovators may see in the new product a reflection of themselves. The study found that the Singaporean travel innovators were "exciting", "rugged" and "contemporary" and suggested that advertisements should portray rugged people doing exciting things in a contemporary setting. However, the characteristics of the Singaporean travel innovators may or may not be the characteristics of travel innovators residing in other countries.

Previous research[2] has established that compared to other travellers, travel innovators take more vacation trips, read travel magazines and the travel section of the newspaper more frequently and watched more travel related programmes on television.

This paper utilizes the Travel Activities and Motivation Survey (TAMS) that was conducted in 1999-2000 across Canada and the USA, to provide a profile of those who do read travel literature frequently and to compare this profile to those who do not. The premise here is that if travel innovators not only read travel related literature more frequently than others, but also form a significant portion of the group as a whole, then they would affect the travel profile of the whole group. In particular, when comparing the travel profile of those who read travel related literature frequently to those who do not we should observe a significantly higher incidence of travel. If this is true, then the travel innovators would an important subset of those who read on a regular basis travel literature. Having identified the sub-group to which these travel innovators belong (coined in this paper as Travel Readers), it then makes it easier for marketers to reach them.

A Travel Reader here is defined as someone who:

1. Reads on a regular basis:
    a. The travel section of daily newspaper, AND
    b. The travel section of weekend paper, AND
    c. Travel magazines, AND
    d. The National/Canadian Geographic

AND

2. Attends on a regular basis:
    a. Travel shows for many different types of holidays, OR
    b. Other Travel/trade shows, OR
    c. Boat shows, OR
    d. RV/Camper shows, OR
    e. Sportsmen's shows

The total TAMS sample was 18,385 households in Canada and 28,397 in the USA. There were 826 respondents in Canada and to 1,264 in the United States that qualified as Travel Readers.

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[1] Litvin S.W., Kar G.H. and Goldsmith R. (2001): Travel Innovativeness and Self-Image Congruity. The Journal of Travel and Tourism Marketing, Volume 10, No 4.

[2] Fynn L. and Goldsmith R. (1993): Identifying Innovators in Consumer Service Markets. The Service Industries Journal, 13 (3): 97-109.

1. THE CANADIAN MARKET

1.1. How Often Do They Travel and Where Do They Go?

Close to one million Canadians aged 18 years or older (or 4.4% of the total population of Canadians aged 18 years or older) qualified as Travel Readers.

The vast majority of the Travel Readers (93%) took an overnight trip anywhere in the world during the period 1998-1999, while only 76.6% of the remaining Canadians took a trip over the same period. Over 87% of them also took overnight pleasure trips, compared to 72% for other Canadians. These findings confirm other findings in the literature that suggest that travel innovators are also reading travel literature more frequently.

Compared to other travellers, Canadian Travel Readers had a lower incidence of travel in Canada, but much higher incidence of travel to the US and to overseas countries.

The top Canadian destinations for Travel Readers were Ontario, BC, Quebec and Alberta, while for other travellers Quebec overtook BC as the second most preferred destination. A look at the data in Table 3 in the Appendix suggests that Travel Readers have a much higher incidence of travel to the more "exotic" provinces than other travellers. For example, Yukon received 3 times as many Travel Readers as it did other travellers, while NWT and Alberta received 2.5 times and 1.5 times as many, respectively. Ontario and Newfoundland were the only two provinces that experienced a smaller incidence of visitation among the Travel Readers than they did among other travellers.

Although most Travel Readers travel in Canada during the summer (68%), compared to other Canadian travellers they have a higher incidence of travel to Canada in the winter, spring and fall and a lower incidence of travel in Canada during the summer (Table 4a).

Irrespective of the season, the top four Canadian destinations for the Travel Readers are (in rank order): Ontario, BC, Quebec and Alberta, with the exception of winter where Quebec is in the second place behind Ontario. Other US states[3], Caribbean/Mexico, Florida, UK/Europe, Other countries[4], New York and Washington state are the top four foreign destinations depending on the season.

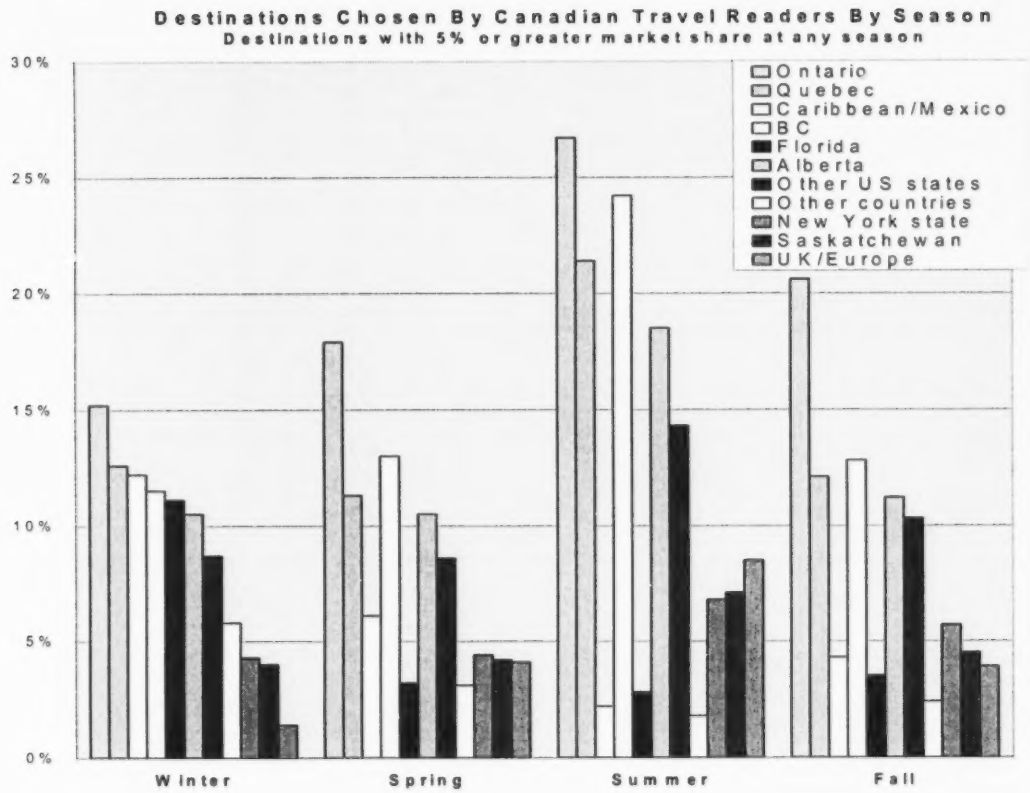
Chart 1 on the next page shows both the Canadian and international destinations that Canadian Travel Readers prefer by season. Only destinations that had a market share of 5% or more during any season are depicted in the chart. As the chart indicates, the perfect ladder of the winter destinations changes considerably during spring and even more so during the summer, only to return to a quasi-ladder position in the fall.

1.2. What Experiences Do They Seek When They Travel For Leisure?

Travel Readers not only travel more than other Canadians, but they also seek more experiences (see Table 6). Although the top three experiences sought by both groups are the same ("Rest, Relax and Recuperate", "Spend Quality Time with Family Away from Home" and "Visit Friends who Live in Different Places"), on average Travel Readers sought 9 travel experiences as opposed to 7 for other Canadians. In addition, the variance between the experiences sought by the two groups was much smaller among Travel Readers than

[3] "Other" US states excludes: Florida, California, Hawaii, Washington state, New York state and part of Nevada (Las Vegas)

[4] "Other" countries excludes USA, Caribbean/Mexico and UK/Europe



other Canadians[5] - a fact that confirms the hypothesis that Travel Readers are more open to new experiences than other travellers.

The experiences where the Travel Readers differ significantly from other Canadians are:

- Participate in a hands-on Learning Experience (11% vs. 6%)
- Experience Different Cultures and Ways of Life (47% vs. 29%)
- Visit Historic Sites and Important Places in History (59% vs. 40%)
- Experience Unspoiled Nature (53% vs. 36%) and
- Experience the Good Life (38% vs. 27%).

1.3. What Do They Do When They Travel?

As was the case with experiences, Travel Readers participate in general in many more activities while on a trip than other travellers. There is not a single cultural or accommodation related activity where the Travel Readers have a lower incidence of participation than other travellers – a fact that also holds true for the outdoor activities with a few exceptions such as golfing.

[5] For Travel Readers the Standard Deviation was 45% of the mean, while for other Canadians was 53%

Tables 7, 8 9 and 10 show the incidence of participation by Travel Readers and other Canadians in various types of activities. The activities where the incidence of participation by Travel Readers is greater than that of other Canadians by 100% are the following:

- Biking as an overnight touring trip
- Sailing
- Seeing northern lights or other arctic experiences
- Fishing in salt water
- Ice fishing
- Cross country skiing
- Snowmobiling – day use on organized trail
- Scuba diving
- Pow Wow or other aboriginal celebrations
- Ballet or other dance performance
- Professional basketball as a spectator
- Staying at a remote or fly-in lodge
- Staying at a remote or fly-in outpost
- Staying at a gourmet restaurant with accommodations on the premises
- Staying at a working farm or guest ranch
- Guided scenic tours in the countryside
- Touring a region's wineries and staying one or more nights
- Guided bus day tour in a city
- Scenic day tours by train

1.4. Tour Groups and Packaged Deals

The vast majority of both groups (over 80%) did not travel in tour groups when they took a vacation trip (4 or more nights). There were no significant differences between the two groups of travellers with respect to this issue (see Table 11).

Travel Readers had a significantly higher incidence of avoiding pre-paid packaged deals when travelling for short getaways (1-3 nights). About 38% (pro-rated to exclude those who did not answer this question) of them never or rarely used packaged deals as opposed to 26% for other Canadians. Other Canadians on the other hand had a higher incidence of "always" utilizing packaged deals when they took short getaways (50% vs. 38% on a pro-rated basis that excludes those who did not respond to the question).

When taking longer vacation trips (4+ nights), Travel Readers avoided packaged deals even more (50% pro-rated), but so did other Canadians (36% pro-rated) (see tables 12 and 13).

1.5 How Do They View Ontario?

Survey participants were given a set of 25 statements about Ontario (see Table 14) and were asked to rate these statements from 1 to 10 where 1 indicated complete disagreement and 10 complete agreement. Table 14 shows the percent of travellers from each of these groups that agreed completely with the statements.

Travel Readers ranked Ontario somewhat higher than other Canadians in almost every dimension with the exception of:

- A place with lots of things for families to see and do
- A place with friendly people
- One of the best destinations to visit in the winter
- A great place to experience the good life, and
- A great place for fishing.

However, only a small proportion of travellers in each group agreed with any of these statements applying to Ontario with the exception of: "A place with beautiful scenery" and "A great place to relax and get away from it all".

Of particular concern are the low scores Ontario received in the following categories (20% or lower):

- A great place to experience aboriginal culture
- A place with friendly people
- One of the best destinations to visit in the winter
- A place that offers excellent value for money
- A popular trendy place
- A great place to experience the good life
- A place you go to for romance
- A great place to experience different cultures
- A place that respects the natural environment
- A great place for hunting
- A great place to experience adventure and excitement.
- A place that is very safe for visitors
- A place that is very clean and well cared for
- A great place for fishing
- A place with interesting shops

It is of particular concern because many of these statements represent experiences that the Travel Readers seek when they travel or activities that a significant number of them (as well as other travellers) engage in while on a trip. For example, 46% of Canadian Travel Readers sought to "Experience adventure and excitement" during their trips, but only 16% thought that Ontario was a great place to experience adventure and excitement. Similarly, 46% sought "intimacy and romance", but only 12% thought that Ontario was a great place to go to for romance.

1.6 What Would Make Them Come to Ontario?

Respondents were also given 16 statements describing possible tourism products and were asked whether the existence of these products in Ontario would make them a lot more interested in travelling to the province (see Table 15).

The top 3 products for Travel Readers were:

- A science/technology theme park such as Epcot
- A garden attraction such as Cypress Gardens or Tivoli Park
- Cruises on the Great Lakes (one or more nights)

while for the other Canadians the top three products were:

- A science/technology theme park such as Epcot
- A movie theme park such as Universal Studios or MGM
- A child-oriented amusement park such as Disneyland tied to A garden attraction such as Cypress Gardens or Tivoli Park

1.7 How Does One Reach Them?

By construction, Travel Readers have a substantially higher incidence of readership of travel magazines and the travel section of newspapers as Table 16 shows. However, they also have higher incidences of print media readership across the board. After daily/weekend edition newspapers and travel magazines, community newspapers and newsmagazines such as Time and MacLean's have the highest incidence of readership.

With the exception of daytime TV during weekdays and evening sitcoms, Travel Readers also watch more TV than other Canadians, with nature shows, movies on TV, news magazine shows and early evening news shows attracting the largest shares of them.

Although by construction Travel Readers were required to attend at least one travel related show, it would appear that print media is a better way to reach them as Table 18 demonstrates.

As Table 19 shows, Travel Readers investigate more sources of information than other Canadians when they are planning their trip. For getaways they rely on:

- Past experience (59%)
- Advice of friends/relatives (59%)
- Travel agent (40%) and
- Advertisements in newspapers/magazines (40%)

While for longer vacations they rely on:

- Advice of friends/relatives (50%)
- Travel agent (49%)
- Past experience (48%)
- Articles in newspaper/magazines (33%)

What is important to notice in Table 19 is the fact that Travel Readers are significantly more susceptible to advertising in newspapers/magazines than other Canadians. Although advertisements on newspapers and magazines are a significant source of planning information for them for short getaway trips, they are not as significant sources of information for longer vacation trips. Advertising through the TV or through mail does not appear to be a significant source of information for either group.

Canada's capital of Travel Readers is Toronto, which contains over 17% of them – 11% more than Toronto's share of other Canadians aged 18 years or older - followed by Vancouver (10%) and Montreal (8%). Vancouver's share of Travel Readers is 52% higher than the city's share of other Canadians, while Montreal's share is 29% lower than the city's share of other Canadians (see Table 5).

Other cities with a high differential between their shares of Travel Readers and those of other Canadians are: Calgary (69% higher share of Travel Readers than other Canadians), Edmonton (57%), Quebec City (29%) and Ottawa-Hull (28%).

Ontario contains a bit over 38% of the Canadian Travel Readers, a share that is equal to the province's share of other Canadians, followed by Quebec (19%), BC (16%) and Alberta (13%).

1.8 Demographics

Most Canadian Travel Readers are males (55%), while the opposite is true for other Canadian travellers (49% are males). This would suggest that for the Travel Readers it is the male in the household who is more intimately involved in the planning of the trip and perhaps the decisions (Table 22).

Canadian Travel Readers are older than other Canadian travellers. Compared to other Canadian travellers, there is a lower proportion of Travel Readers in the 18-40 years bracket and more in the 41 and over bracket. The average age for Travel Readers is 47 while for other Canadian travellers is 43 (Table 23).

Canadian Travel Readers are slightly more educated than other Canadian travellers with 60% of them having a trade diploma or higher degree as opposed to 55% for other Canadian travellers and 33% having a university diploma or higher as opposed to 26% for other Canadian travellers. As a consequence, the Canadian Travel Readers are also richer than other Canadian travellers with 52% (pro-rated to exclude those who did not answer this question) earning a household income of $60,000 or more as opposed to 33% for other Canadian travellers (Table 21).

Close to two thirds (60%) of the Canadian Travel Readers live in 2 and 3 member households, while for other Canadian travellers the corresponding figure is 56% (Table 24). Canadian Travel Readers also have a lower incidence of one-member households (10%) than other Canadian travellers (13%).

1.9. A Psychological Profile?

Based on the types of experiences that the Canadian Travel Readers seek, the kind of activities they engage in while on an overnight trip and the frequency of their travel, one could conclude that relative to other Canadian travellers the Travel Readers are:

- More curious
- They seek to incorporate learning into their travels
- They seek the unusual
- They like the outdoors and they are not afraid to rough it up, but
- They also like a culinary experience and the high arts.

2. THE US MARKET

2.1 How Often Do They Travel and Where Do They Go?

Close to nine million (8.7 million) Americans aged 18 years or older (or 4.3% of the total population of Americans aged 18 years or older) qualified as Travel Readers.

The vast majority of the US Travel Readers (89%) took an overnight trip anywhere in the world during the period 1998-1999, while only 76% of the remaining Americans took a trip over the same period. Of the Travel Readers, 86% also took overnight pleasure trips, compared to 71% for other Americans.

Compared to other American travellers, US Travel Readers who took a trip in the past 2 years had a significantly higher incidence of travel to Canada (30% vs. 19%). US states other than their own had the highest incidence of visitation by US Travel Readers (92%), followed by their own state (71%), Mexico/Caribbean (33%) and Canada (30%).

The top Canadian destinations for overnight leisure trips for the US Travel Readers were Ontario (14%), Quebec (7.6%), BC (7.5%) and Nova Scotia (2.9%), while for other travellers it was Ontario (6.9%), BC (3.8%), Quebec (3.1%) and Alberta (1.2%).

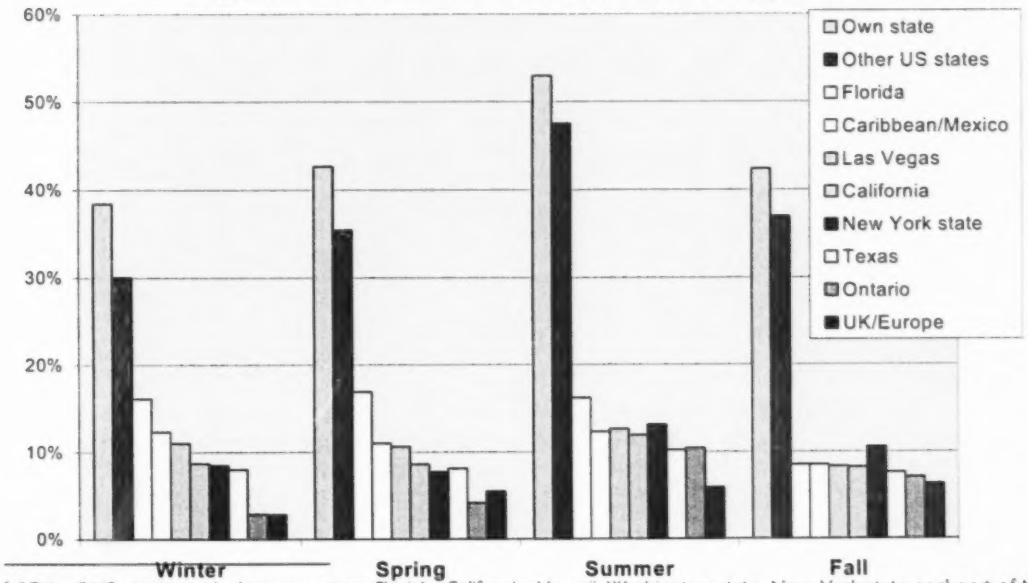
US Travel Readers had a significantly higher incidence of travel to Canada during every season than other American travellers. Summer was the season with the highest incidence of travel to Canada (29%), followed by fall (18%), spring (14%) and winter (10%). The corresponding numbers for other American travellers are: 9%, 5%, 4% and 4%.

US Travel Readers chose different Canadian destinations depending on the season: In the winter the top 4 Canadian destination were (in rank order): Ontario, Quebec, BC and Saskatchewan; in the spring were: Ontario, BC, Quebec and Nova Scotia; in the summer were: Ontario, BC, Quebec and Alberta; and in the fall were Ontario, Quebec, BC and Nova Scotia (see Table 4b).

The chart below shows the destinations chosen by US Travel Readers by season. Compared to the Canadian Travel Readers, US Travel Readers were more US/North America bound with respect to their choices of destinations, while their Canadian counterparts had a more international focus on their choices of destinations. It is also interesting to note from the chart below that the US Travel Readers' choice of destinations does not vary by season as much as that of their Canadian counterparts – the ladder effect is maintained almost throughout all seasons. This may be partly due to the fact that the US is seasonally a much more varied country than Canada[6].

Destinations Chosen by US Travel Readers By Season

Destinations with a market share of more than 5% at any given season



[6] "Other" US states excludes: own state, Florida, California, Hawaii, Washington state, New York state and part of Nevada (Las Vegas)

2.2 What Experiences Do They Seek When They Travel For Leisure?

US Travel Readers not only travel more than other Americans, but they also seek more experiences (see Table 6). Although the top three experiences sought by both groups are the same ("Rest, Relax and Recuperate", "Spend Quality Time with Family Away from Home" and "Visit Friends who Live in Different Places"), on average Travel Readers sought 9 travel experiences versus 7 for other Americans and the variance between the experiences sought was much smaller among Travel Readers than it was for other Americans[7] - a fact that again confirms the hypothesis that Travel Readers are more open to new experiences than other travellers.

The experiences where the US Travel Readers differ significantly from other Americans were:

- Participate in a hands-on Learning Experience (15% vs. 7%)
- Experience Different Cultures and Ways of Life (54% vs. 33%)
- Escape the Winter Weather (32% vs. 20%)
- Experience City Life (48% vs. 32%) and
- Visit Historic Sites and Important Places in History (68% vs. 47%)

2.3 What Do They Do When They Travel?

As was the case with experiences, US Travel Readers participate in general in many more activities while on a trip than other travellers. There is not a single cultural, outdoor or accommodation related activity where the Travel Readers have a lower incidence of participation than other travellers.

Tables 7, 8, 9 and 10 show the incidence of participation by Travel Readers and other Americans in various types of activities. The activities where the incidence of participation by US Travel Readers is greater than that of other Americans by 100% are the following:

- White water rafting
- Ice climbing
- Rock climbing
- Seeing northern lights or other arctic experiences
- Hot air ballooning
- Hunt – big game
- Hunt – birds/small game
- Pow Wow or other aboriginal celebrations
- Aboriginal cultural experiences in a remote setting – overnight
- Aboriginal attractions such as the Indian Museum of North American
- French Canadian Culture
- International Film Festivals
- Theatre Festivals
- Carnivals
- Western Them events such as rodeos
- Concerts – Jazz
- Musical attractions such as Jazzland
- Professional basketball as a spectator
- Professional figure skating as a spectator
- Horse races

[7] For the US Travel Readers the Standard Deviation was 62% of the mean, while for other Americans it was 69%

- National/International sports such as the Olympic Games
- Staying at own private cottage
- Wilderness lodge accessed by car
- Staying at a remote or fly-in outpost
- Lakeside resort in winter
- Staying at a cooking school with accommodations on the premises
- Staying at a gourmet restaurant with accommodations on the premises
- Staying at a wine tasting school with accommodations on the premises
- Guided scenic tours in the countryside
- Great lakes cruise – overnight
- Submarine cruises - overnight
- Scenic day tours by air
- Scenic day tours by train

2.4 Tour Groups and Packaged Deals

The vast majority of both groups did not travel in tour groups when they took a vacation trip (4 or more nights). There were no significant differences between these two groups of travellers with respect to this issue (see Table 11).

As was the case with Canadian Travel Readers, US Travel Readers had a significantly higher incidence of avoiding pre-paid packaged deals when travelling for short getaways (1-3 nights). About 46% (pro-rated to exclude those who did not answer the question) of them never or rarely used packaged deals as opposed to 28% for other Americans. Other Americans on the other hand had a higher incidence of "always" utilizing packaged deals when they took short getaways (43% vs. 29% on a pro-rated basis).
When taking longer vacation trips (4+ nights), US Travel Readers avoided packaged deals even more (52% on a pro-rated basis), but so did other Americans (35% - see tables 12 and 13).

2.5 How Do They View Ontario?

Survey participants were given a set of 25 statements about Ontario (see Table 14) and were asked to rate these statements from 1 to 10 where 1 indicated complete disagreement and 10 complete agreement. Table 14 shows the percent of travellers from each of these groups that agreed completely with the statements.

US Travel Readers ranked Ontario higher than other Americans in every dimension. However, in both groups only a relatively small proportion of travellers agreed completely to any of these statements applying to Ontario with the exception of: "A place with beautiful scenery", "A great place to relax and get away from it all" and "A Great Place for Fishing" for Travel Readers and "A place with beautiful scenery" for other Americans.

Of particular concern are the low scores Ontario received by US Travel Readers in the following categories (20% or lower):

- A great place to experience city life
- A place with lots of things for young adults to see and do
- A place that offers excellent value for money
- A great place to experience aboriginal culture

- One of the best destinations to visit in the winter
- A popular trendy place
- A great place to experience the good life
- A place you go to for romance

It is of particular concern because many of these statements represent experiences that the US Travel Readers seek when they travel. For example, 48% of Travel Readers sought to "Experience city life" during their trips, but only 17% thought that Ontario was a great place to experience city life. Similarly, 38% sought "intimacy and romance", but only 14% thought that Ontario was a great place to go to for romance.

2.6 What Would Make Them Come to Ontario?

Respondents were also given 16 statements describing possible tourism products and were asked whether the existence of these products in Ontario will make them "a lot more interested" in travelling to the province (see Table 15). The top 3 products for the US Travel Readers were:

- Overnight train tours through natural terrain
- Game parks or preserves/wildlife viewing areas such as the Custer National Park
- Cruises on the Great Lakes (one or more nights)

Although the same products were also the top three for other American travellers, Travel Readers had a significant higher proportion of them who marked these products as a lot more interesting.

2.7 How Does One Reach Them?

By construction, Travel Readers have a substantially higher incidence of readership of travel magazines and the travel section of newspapers as Table 16 shows. However, as was the case with their Canadian counterparts they also have higher incidences of print media readership across the board. After daily/weekend edition newspapers, National Geographic and travel magazines, community newspapers and newsmagazines such as Time and Newsweek have the highest incidence of readership.

Contrary to their Canadian counterparts, US Travel Readers also watch more of every TV show than other Americans, with nature shows, movies on TV, early evening news shows and professional sports events being the most popular TV shows.

Although by construction Travel Readers were required to attend at least one travel related show, it would appear that print media is a better way to reach them as Table 18 demonstrates.

As was the case with their Canadian counterparts, US Travel Readers investigate more sources of information than other Americans when they are planning their trip (see Table 19). For getaways they rely on:

- Past experience (76%)
- Advice of friends/relatives (60%)
- Articles in newspapers/magazines (49%)
- Travel agent (47%)

while for longer vacations they rely on:

- Advice of friends/relatives (53%)
- Travel agent (47%)
- Past experience (56%)
- Internet/web (44%)

What is important to notice in Table 19 is the fact that US Travel Readers are significantly more susceptible to advertising in newspapers/magazines than other Americans. In addition, advertisements on newspapers and magazines are a significant source of planning information for them for short getaway trips, but not as significant a source of information for longer vacation trips. Advertising through the TV does not appear to be a significant source of information for either group, but contrary to their Canadian counterparts, US Travel Readers rely to a significant degree on information received by mail.

Naturally, the states with the largest population concentrations also had the highest concentrations of Travel Readers with California, Florida, Texas and New York being the top four. However, although Florida, Texas and New York had higher concentrations of Travel Readers relative to their population shares, California's share of Travel Readers was significantly lower than its share of the US adult population (9.8% of Travel Readers vs. 11.9% of other Americans - see Table 5b).

The US cities with the highest concentration of Travel Readers were (in rank order):

- Los Angeles
- Chicago
- DC
- Detroit
- Boston
- Dallas/Fort Worth
- Phoenix
- Huston
- San Diego
- Seattle
- Minneapolis/St Paul, and
- Philadelphia.

2.8 Demographics

Most US Travel Readers are males (59%), while the opposite is true for other American travellers (48% are males). This would suggest that for the Travel Readers it is the male in the household who is more intimately involved in the planning of the trip and perhaps the decisions (Table 22).

US Travel Readers are older than other American travellers. When compared to other American travellers, there is a lower proportion of US travel Readers in the 18-35 years bracket and more in the 36 and over bracket. The average age for Travel Readers is 48 while for other American travellers is 44 (Table 23).

US Travel Readers are more educated than other American travellers with 49% of them having a trade diploma or higher degree as opposed to 45% for other American travellers. As a consequence perhaps of their higher education, the US Travel Readers are also richer than other American travellers with 49% (pro-rated to exclude those who did not answer the question) earning a household income of $60,000 or more as opposed to 37% for other American travellers (Table 21).

Over half (55%) of the US Travel Readers live in 2 and 3 member households, while for other American travellers the corresponding figure is 50% (Table 24). US Travel Readers also have a lower incidence of one-member households (19%) than other American travellers (21%).

2.9. A Psychological Profile?

Based on the types of experiences that the US Travel Readers seek, the kind of activities they engage in while on an overnight trip and the frequency of their travel, one could conclude that relative to other American travellers the Travel Readers are:

- More curious
    - They seek to incorporate learning into their travels
    - They seek the unusual
    - They like the outdoors and they are not into "roughing it" as much as their Canadian counterparts
    - They also like a culinary experience and the high arts.

APPENDIX

Table 1: Took Overnight Trips – Any Purpose, Any destination[8]				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total	988,267	22,264,635	8,714,057	191,613,060
Yes	93%	77%	89%	76%
No	7%	23%	11%	24%
Overnight Pleasure	87%	72%	86%	71%

Table 2: Destinations Visited in Past 2 Years for any Purpose - Overnight				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Canada	82%	85%	30%	19%
USA	52%	43%	98%	96%
Other Countries	42%	28%	46%	34%

Table 3: Provinces Visited in Past 2 Years for an Overnight Pleasure Trip				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers with a Canada Visit	756,203	14,543,102	2,336,061	27,324,544
Newfoundland	2.7%	3.4%	3.9%	2.6%
PEI	8.3%	6.4%	7.6%	4.0%
Nova Scotia	11.6%	9.4%	10.9%	6.5%
New Brunswick	12.6%	10.6%	7.3%	4.7%
Quebec	34.9%	32.4%	28.4%	21.5%
Ontario	42.4%	43.8%	52.8%	48.2%
Manitoba	10.3%	7.9%	6.2%	3.3%
Saskatchewan	11.8%	9.4%	3.7%	3.9%
Alberta	31.2%	21.4%	9.3%	8.8%
BC	38.0%	26.7%	27.8%	26.7%
Yukon	2.4%	0.8%	3.4%	2.5%
NWT	1.5%	0.6%	2.2%	1.0%

[8] Excludes respondents who did not know or who refused to answer this question

Table 4a: Destinations Visited for Pleasure in Past 2 Years – By Season Canadians								
	Winter		Spring		Summer		Fall	
	Travel Readers	Other Canadians	Travel Readers	Other Canadians	Travel Readers	Other Canadians	Travel Readers	Other Canadians
Total Travellers	919,905	17,062,489	919,905	17,062,489	919,905	17,062,489	919,905	17,062,489
Newfoundland	0.4%	0.8%	0.6%	0.9%	1.9%	2.5%	0.8%	1.0%
PEI	0.4%	0.4%	0.6%	0.7%	5.2%	4.5%	1.5%	1.0%
Nova Scotia	1.5%	1.8%	2.4%	2.0%	7.3%	6.1%	3.1%	2.6%
New Brunswick	1.5%	1.6%	1.7%	1.7%	8.3%	7.2%	2.7%	2.3%
Quebec	12.6%	10.4%	11.3%	9.3%	21.4%	21.7%	12.1%	10.5%
Ontario	15.2%	14.9%	17.9%	15.5%	26.7%	29.3%	20.6%	17.3%
Manitoba	3.2%	2.0%	3.1%	1.9%	5.2%	4.7%	3.6%	2.1%
Saskatchewan	4.0%	2.7%	4.2%	2.8%	7.1%	5.8%	4.5%	2.9%
Alberta	10.5%	6.5%	10.5%	6.7%	18.5%	13.1%	11.2%	6.9%
BC	11.5%	8.3%	13.0%	9.3%	24.2%	16.1%	12.8%	9.0%
Yukon	0.1%	0.1%	0.6%	0.1%	1.2%	0.6%	0.5%	0.1%
NWT	0.0%	0.1%	0.6%	0.1%	1.1%	0.3%	1.1%	0.2%
California	3.9%	2.0%	1.8%	2.0%	3.6%	2.3%	2.4%	1.3%
Hawaii	2.1%	1.1%	0.6%	0.5%	0.4%	0.3%	1.0%	0.6%
Washington state	1.4%	1.3%	2.3%	1.8%	4.5%	3.1%	1.5%	1.7%
Las Vegas	2.9%	1.4%	3.6%	1.2%	2.2%	1.1%	2.2%	1.0%
Florida	11.1%	5.3%	3.2%	2.7%	2.8%	1.6%	3.5%	1.5%
New York state	4.3%	2.5%	4.4%	2.6%	6.8%	5.3%	5.7%	2.9%
Other US states	8.7%	5.7%	8.6%	5.9%	14.3%	10.7%	10.3%	6.6%
UK/Europe	1.4%	1.7%	4.1%	3.1%	8.5%	4.8%	3.9%	3.0%
Caribbean/Mexico	12.2%	6.1%	6.1%	2.2%	2.2%	1.7%	4.3%	1.7%
Other countries	5.8%	3.1%	3.1%	1.7%	1.8%	2.7%	2.4%	1.6%

Table 4b: Destinations Visited for Pleasure in Past 2 Years – By Season Americans								
	Winter		Spring		Summer		Fall	
	Travel Readers	Other Americans	Travel Readers	Other Americans	Travel Readers	Other Americans	Travel Readers	Other Americans
Total Travellers	7,754,857	144,974,664	7,754,857	144,974,664	7,754,857	144,974,664	7,754,857	144,974,664
Newfoundland	0.1%	0.0%	0.2%	0.1%	0.3%	0.2%	0.5%	0.2%
PEI	0.3%	0.0%	0.4%	0.1%	0.9%	0.4%	0.7%	0.3%
Nova Scotia	0.1%	0.1%	0.8%	0.2%	1.1%	0.6%	1.3%	0.4%
New Brunswick	0.1%	0.1%	0.3%	0.2%	0.9%	0.5%	0.9%	0.2%
Quebec	2.0%	1.0%	1.4%	0.8%	3.5%	1.9%	3.7%	1.1%
Ontario	2.9%	1.8%	4.2%	2.2%	10.4%	5.4%	7.1%	2.8%
Manitoba	0.2%	0.1%	0.4%	0.1%	1.0%	0.4%	0.7%	0.1%
Saskatchewan	0.6%	0.1%	0.3%	0.1%	0.3%	0.4%	0.1%	0.2%
Alberta	0.5%	0.2%	0.5%	0.2%	1.4%	0.7%	0.2%	0.3%
BC	1.6%	1.1%	2.5%	1.4%	4.5%	2.8%	1.5%	1.4%
Yukon	0.0%	0.0%	0.5%	0.1%	0.4%	0.3%	0.2%	0.0%
NWT	0.0%	0.0%	0.3%	0.0%	0.3%	0.1%	0.0%	0.0%
Own State	38.4%	27.8%	42.7%	30.5%	53.0%	42.1%	42.4%	30.2%
California	8.7%	4.8%	8.6%	5.6%	11.9%	7.7%	8.2%	5.1%
Hawaii	3.5%	1.5%	2.7%	1.3%	3.4%	1.8%	2.2%	1.2%
Texas	8.0%	3.5%	8.1%	4.1%	10.2%	6.1%	7.6%	4.0%
Las Vegas	11.0%	5.8%	10.6%	6.2%	12.6%	7.2%	8.3%	5.7%
Florida	16.1%	10.5%	16.9%	9.4%	16.2%	11.3%	8.5%	7.3%
New York state	8.5%	6.0%	7.7%	5.2%	13.1%	8.8%	10.5%	6.6%
Other US states	30.0%	25.1%	35.4%	27.4%	47.5%	42.1%	36.9%	28.4%
UK/Europe	2.8%	2.1%	5.5%	3.5%	5.9%	4.6%	6.3%	2.7%
Caribbean/Mexico	12.3%	6.1%	11.0%	5.6%	12.3%	7.1%	8.5%	4.1%
Other countries	2.7%	2.3%	2.4%	2.1%	5.0%	3.1%	2.8%	1.7%

Table 5a: Place of Residence[9] - Canada		
	Canadian Travel Readers	Other Canadians
Total	988,267	22,264,635
Newfoundland	0.9%	1.8%
St. John's	0.5%	0.6%
PEI	0.5%	0.5%
Nova Scotia	2.4%	3.0%
Halifax	1.5%	1.2%
New Brunswick	2.3%	2.7%
Quebec	19.1%	25.0%
Montreal	8.3%	11.7%
Quebec City	3.1%	2.4%
Ontario	38.2%	38.3%
Toronto	17.1%	15.4%
Ottawa-Hull	4.6%	3.6%
Hamilton	2.0%	2.2%
London	1.6%	1.4%
Kitchener	1.2%	1.4%
St. Catherines-Niagara	1.4%	1.2%
Windsor	1.2%	1.0%
Oshawa	0.9%	0.9%
Sudbury	0.5%	0.6%
Thunder Bay	0.9%	0.4%
Manitoba	4.2%	3.5%
Winnipeg	2.4%	2.3%
Saskatchewan	3.5%	3.1%
Saskatoon	1.0%	0.7%
Regina	0.8%	0.7%
Alberta	12.9%	9.2%
Edmonton	4.7%	3.0%
Calgary	4.9%	2.9%
BC	16.2%	13.0%
Vancouver	9.9%	6.5%
Victoria	1.0%	1.1%

[9] All cities in the above-noted table are Census Metropolitan Areas

Table 5b: Place of Residence – States with a share of 2% or higher		
	US Travel Readers	Other Americans
Total	8,714,057	22,264,635
Florida	8.1%	5.6%
Miami	0.9%	0.8%
North Carolina	3.2%	2.8%
South Carolina	2.2%	1.4%
Texas	8.3%	7.0%
Huston	1.2%	1.3%
Dallas/Fort Worth	1.3%	1.8%
Louisiana	2.7%	1.5%
New Orleans	0.6%	0.5%
California	9.8%	11.9%
Los Angles	3.2%	3.3%
San Diego	1.1%	1.0%
San Francisco	0.7%	0.5%
San Jose	0.7%	0.6%
Arizona	2.4%	1.7%
Phoenix	1.3%	1.1%
Washington	2.8%	1.9%
Seattle	1.1%	0.9%
Missouri	2.0%	2.2%
Kansas City	0.6%	0.6%
Minnesota	2.1%	1.7%
Minneapolis/St Paul	1.1%	1.0%
Wisconsin	2.1%	1.9%
Illinois	3.7%	4.5%
Chicago	2.4%	2.9%
Michigan	4.3%	3.6%
Detroit	1.7%	1.7%
Ohio	3.5%	4.4%
Cleveland	0.8%	0.8%
Indiana	3.7%	2.1%
Indianapolis	0.4%	0.6%
Washington DC	2.0%	1.7%
Pennsylvania	3.4%	5.1%
Philadelphia	1.1%	1.9%
Pittsburgh	0.7%	0.9%
New York	7.5%	6.8%
New York City	3.2%	3.3%
Buffalo	0.5%	0.4%
Massachusetts	2.1%	2.5%
Boston	1.7%	2.1%

Table 6: Travel Experiences Sought in Past 2 Years				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Rest, relax and recuperate	84%	76%	81%	73%
Spend quality time with family away from home	73%	64%	70%	65%
Visit friends/relatives who live in other cities/countries	75%	71%	71%	71%
Intimacy and romance	46%	37%	38%	35%
Experience different cultures and ways of life	47%	29%	54%	33%
Visit historical sites and important places in history	59%	40%	68%	47%
Spend time with a group of good friends	57%	50%	52%	47%
See natural wonders and important natural sites	63%	46%	66%	49%
Experience the good life (fine cuisine, good wine, being pampered)	38%	27%	38%	27%
Visit casinos and gamble	21%	18%	37%	26%
Visit popular, trendy place	26%	20%	22%	19%
Be some place that feels familiar and safe	39%	31%	36%	27%
Experience adventure and excitement	46%	33%	50%	38%
Experience city life (nightlife, shopping, museums)	38%	33%	48%	32%
Escape winter weather	35%	26%	32%	20%
Experience unspoiled nature	53%	36%	52%	37%
Participate in a hobby or sport (golf, fishing, photography)	49%	37%	44%	33%
Participate in a hands-on learning experience (archaeological digs, cooking courses, learning another language)	11%	6%	15%	7%
Religious/spiritual purpose	7%	6%	1%	0%

Table 7: Outdoor Activities Participated in While on a Trip				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Parachuting	2%	1%	2%	1%
Bungee jumping	1%	1%	1%	1%
Play baseball/softball	10%	10%	13%	9%
Play basketball	3%	4%	11%	7%
Going bowling	19%	13%	20%	15%
Play chess or backgammon	7%	6%	11%	7%
Curling	6%	3%	0%	1%
Play football	2%	3%	6%	4%
Play ice hockey	8%	6%	2%	1%
Play squash	2%	1%	2%	0%
Play soccer	6%	5%	9%	4%
Play tennis	9%	7%	12%	9%
Play volleyball	8%	7%	14%	7%
Ice skating	21%	13%	8%	6%
In-line/roller skating	13%	7%	7%	7%
Ski - cross country	19%	9%	4%	4%
Ski - cross country as an overnight tour	2%	1%	2%	1%
Ski – downhill	20%	14%	14%	12%
Heli-skiing	0%	0%	1%	0%
Snowboarding	5%	3%	6%	3%
Snowmobiling - day use on organized trails	13%	6%	6%	4%
Snowmobiling – as an overnight touring trip	3%	2%	2%	1%
Sunbath or sit on a beach	51%	44%	48%	43%
Scuba diving	8%	4%	15%	6%
Swimming in lakes	55%	44%	47%	34%
Swimming in oceans	43%	32%	50%	41%

Table 7: Outdoor Activities Participated in While on a Trip – Continued				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Bird watching	20%	14%	24%	13%
Whale watching	25%	16%	21%	11%
Other wildlife viewing	48%	32%	53%	35%
Wildflowers/flora viewing	35%	24%	37%	28%
Recreational biking	21%	17%	20%	15%
Mountain biking	12%	7%	9%	6%
Biking as an overnight touring trip	4%	2%	3%	2%
Motorcycle day excursion	4%	3%	5%	4%
Motorcycle as an overnight touring trip	2%	2%	3%	2%
Kayaking or canoeing	25%	16%	20%	12%
Motor boating	27%	20%	31%	17%
Sailing	13%	6%	14%	8%
Wind surfing	3%	2%	1%	1%
White water rafting	7%	5%	14%	7%
Ice climbing	1%	1%	2%	0%
Rock climbing	4%	3%	10%	4%
Dog sledding	0%	1%	0%	0%
See northern lights/arctic experiences	11%	5%	8%	4%
Fishing – fresh water	39%	26%	38%	25%
Fishing - salt water	14%	7%	27%	14%
Ice fishing	13%	6%	2%	2%
Work out in a fitness centre	19%	13%	24%	18%
Jogging outdoors	12%	12%	19%	14%
Picnics in park settings	60%	47%	58%	43%
Golf - occasional game while on a trip	32%	23%	23%	19%
Golf - stay at a golf resort for one or more nights	5%	6%	12%	8%
Golf - packaged golf tour to play on various courses	2%	3%	5%	4%
Hike/back-pack in wilderness	36%	29%	27%	21%
Horseback riding	16%	9%	19%	13%
Hot air ballooning	1%	1%	5%	2%
Hunt - big game	8%	5%	12%	6%
Hunt - birds/small game	8%	4%	13%	6%

Table 8: Touring Activity in Past 2 years				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Guided countryside scenic tours	16%	8%	31%	14%
Wandering in small town/village	57%	43%	62%	47%
Tour a region's wineries	16%	7%	18%	12%
Great Lakes cruises on board	2%	2%	4%	2%
Submarine cruises on board	0%	0%	2%	1%
Ocean cruises on board	12%	6%	22%	12%
Coastal/lakeshore scenic drive	55%	45%	63%	46%
Guided bus day tour in city	28%	14%	31%	19%
Scenic bus countryside day tour	13%	8%	21%	11%
Scenic day tour by air	4%	2%	7%	3%
Scenic boat day/evening tour	27%	15%	27%	17%
Scenic day train tour	14%	5%	18%	8%
Day visit & tasting to wineries	19%	10%	25%	16%

Table 9: Selected Types of Accommodations Used in Past 2 Years				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Large public campgrounds in national or provincial parks	46%	35%	35%	28%
Campgrounds outside public parks	38%	28%	31%	20%
Camping in wilderness settings	30%	17%	20%	16%
Lakeside resort in summer	41%	26%	40%	23%
Lakeside resort in winter	11%	7%	13%	6%
Ski resort in summer	9%	7%	14%	8%
Ski resort in winter	15%	10%	16%	11%
Seaside resort in summer	27%	16%	41%	27%
Seaside resort in winter	20%	10%	22%	12%
Remote or fly-in lodge	4%	2%	3%	3%
Remote or fly-in outpost	2%	0%	2%	1%
Wilderness lodge accessed by car	8%	5%	14%	7%
Own private cottage/condo	22%	16%	25%	11%
Rented private cottage/condo	21%	16%	23%	18%
Cooking school with accommodation on the premises	1%	0%	2%	1%
Wine tasting school with accommodation on the premises	1%	0%	3%	1%
Gourmet restaurant with accommodation on the premises	5%	2%	4%	2%
Health spa	4%	2%	7%	4%
Working farm or guest ranch	4%	2%	5%	3%
Bed & breakfast	29%	20%	33%	23%

Table 10: Cultural/Entertainment Activities Participated in While on a Trip in Past 2 Years				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Planetariums	15%	8%	22%	13%
Zoos	43%	29%	59%	43%
Aquariums	30%	20%	47%	33%
Natural wonders, e.g., Niagara Falls	35%	30%	44%	31%
Auto races spectator	12%	7%	13%	9%
Professional baseball – spectator	20%	13%	34%	22%
Professional basketball – spectator	7%	4%	17%	8%
Professional figure skating – spectator	4%	3%	9%	3%
Professional football – spectator	11%	6%	24%	15%
Professional golf – spectator	3%	3%	9%	5%
Professional ice hockey – spectator	23%	16%	11%	9%
Horse races	9%	7%	21%	9%
National/international sports, e.g., Olympics	4%	2%	5%	2%
Amateur sports/arts/hobby tournaments	19%	13%	23%	12%
Recreational dancing	19%	15%	30%	17%
Casinos	29%	25%	42%	31%
Local outdoor cafes	48%	38%	56%	35%
Movies	54%	45%	64%	48%
Restaurant dining – regional cooking	80%	74%	79%	75%
Restaurant dining - internationally acclaimed restaurants	30%	20%	36%	25%
Shop book or music stores	62%	54%	61%	51%
Shop antiques	39%	31%	57%	39%
Shop gourmet foods at retail shops/farms	31%	19%	43%	25%
Shop local arts & crafts	58%	44%	64%	48%
Shop clothing/shoes/jewellery	66%	62%	64%	59%
Pick-your-own farms	18%	14%	18%	11%
Read for relaxation on trip	65%	59%	64%	57%

Table 10: Cultural/Entertainment Activities Participated in While on a Trip in Past 2 Years – Continued				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Aboriginal cultural experience in a remote setting – overnight	10%	5%	18%	8%
Pow Wow/aboriginal celebration	5%	2%	10%	5%
Aboriginal attractions, e.g., Museum	5%	3%	23%	9%
French Canadian cultural	12%	9%	8%	4%
Musical festivals	17%	11%	15%	9%
International film festivals	3%	2%	3%	1%
Literary festivals/events	5%	3%	7%	4%
Theatre festivals	12%	8%	15%	7%
Carnivals, e.g., Mardi Gras or Rio's	4%	3%	17%	7%
Western theme events, e.g., rodeos	13%	7%	19%	8%
Farmers' fairs or markets	41%	30%	50%	30%
Local festivals or fairs	33%	25%	55%	33%
Art galleries	30%	23%	43%	32%
Children's museums	10%	7%	18%	13%
General history museums	44%	30%	54%	34%
Science/technology museums	24%	18%	41%	25%
Opera	7%	5%	10%	7%
Ballet/dance performances	14%	6%	17%	10%
Theatre	37%	25%	42%	28%
Concerts – classical	13%	9%	21%	11%
Concerts – jazz	9%	6%	22%	9%
Concerts - rock & roll/popular	27%	19%	31%	21%
Musical attractions, e.g., Jazzland	3%	2%	12%	5%
Historical replicas of towns with re-enactments	22%	12%	34%	18%
Historic sites, e.g. Acropolis	26%	16%	38%	25%
Movie theme parks	15%	12%	30%	30%
Science/technology theme parks	12%	9%	27%	27%
Amusement parks like Disneyland	18%	17%	43%	43%
Garden attractions, e.g. Tivoli Park	21%	15%	27%	27%
Botanical gardens	31%	20%	37%	37%

Table 11: Were any of the vacation trips (4 or more nights) you took in past 2 years part of a scheduled tour group?				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total travellers who took vacation trips	835,222	13,300,267	6,936,991	121,789,090
Yes	15%	12%	21%	15%
No	81%	83%	74%	80%
DK/Not Stated	4%	5%	5%	5%

Table 12: How often do you use packaged deals in getaway trips (1-3 nights)				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total travellers who took getaway trips	887,431	13,703,580	7,115,589	129,343,070
Always	34%	43%	27%	40%
Sometimes	22%	21%	23%	26%
Rarely	31%	19%	40%	23%
Never	3%	3%	2%	3%
DK/Not Stated	10%	14%	8%	8%

Table 13: How often do you use packaged deals in vacation trips (4+ nights)				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total travellers who took vacation trips	835,222	13,300,267	6,936,991	121,789,090
Always	24%	36%	28%	38%
Sometimes	22%	21%	17%	24%
Rarely	39%	25%	45%	28%
Never	7%	7%	4%	5%
DK/Not Stated	8%	11%	6%	5%

Table 14: What are your general impressions of Ontario?
% of Respondents who agreed completely with the statement

	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
A place with beautiful scenery	40%	31%	46%	36%
A great place to relax and get away	30%	23%	33%	25%
A great place to see important historical sites	25%	18%	22%	16%
A great place to experience city life	21%	20%	17%	13%
A place with many cultural attractions/events	22%	17%	22%	13%
A great place to experience aboriginal culture	9%	9%	13%	10%
A place that is very safe for visitors	20%	19%	21%	15%
A place with lots of things for families to see and do	24%	26%	24%	17%
A place with lots of things for young adults to see and do	21%	21%	19%	13%
A place with lots of things for mature adults to see and do	25%	23%	23%	18%
A place that is very clean and well cared for	19%	18%	28%	21%
A place with very friendly people	13%	17%	23%	17%
One of the best destinations to visit in the summer	21%	20%	21%	17%
One of the best destinations to visit in the winter	8%	11%	10%	7%
A place that offers excellent value for money	10%	9%	17%	10%
A popular, trendy place	8%	8%	10%	7%
A great place to experience the good life	11%	12%	13%	9%
A place you go for romance	12%	11%	14%	11%
One of the best destinations for outdoor activities	25%	21%	24%	17%
A great place to experience different cultures	15%	13%	21%	13%
A place that respects the natural environment	14%	12%	29%	20%
A great place for fishing	18%	20%	31%	23%
A great place for hunting	14%	14%	24%	18%
A place with interesting shops	18%	17%	22%	14%
A great place to experience adventure and excitement	16%	15%	24%	17%

Table 15: Impact of a new Ontario attraction
% of respondents who indicated that they would be a lot more interested in visiting Ontario should any of the attractions below became available

	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Child-oriented amusement park such as Disneyland	21%	22%	13%	15%
Movie theme park such as universal Studios or MGM	23%	25%	14%	17%
Musical attraction such as the Rock 'n Roll Museum	8%	9%	13%	8%
Cultural festival such as Mardi Grass	15%	14%	21%	16%
Musical festival such as the Montreal Jazz Festival	16%	12%	24%	13%
Film festival such as the Cannes Film Festival	12%	9%	14%	9%
Heritage attraction with historical reconstructions or re-enactments such as Williamsburg	23%	14%	30%	18%
Science/technology theme park such as Epcot	33%	26%	26%	19%
Garden attraction such as Cypress Gardens	27%	22%	29%	17%
Aboriginal attraction such as the Indian Museum of North America	16%	11%	32%	19%
Cruises on the Great Lakes – one or more nights	27%	20%	40%	30%
Wine region such as Napa Valley	21%	15%	18%	15%
Forestry or mining attraction such as mine tours	8%	7%	17%	12%
Game parks or preserves/ wildlife viewing areas such as the Custer National Park	23%	21%	39%	30%
Overnight train tours through natural terrain	25%	20%	49%	37%
World class trophy fishing tournaments	10%	6%	16%	8%

Table 16: Publications Read on a Regular Basis				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Daily newspapers	100%	74%	100%	75%
Weekend edition of a newspaper	100%	71%	100%	74%
Community newspapers	84%	66%	85%	60%
Other newspapers	53%	31%	59%	31%
Travel magazines such as Travel & Lei sure, Conde Nast and National Geographic Traveller	100%	25%	100%	28%
Canadian Geographic or National Geographic	100%	26%	100%	29%
Sports magazines such as Sports Illustrated or specific sports magazines such as Golf magazine, Sail magazine etc.	46%	24%	55%	31%
Hobby magazines such as Food & Wine, Gourmet, Gardening	58%	36%	61%	37%
News magazines such as MacLean's, Time or Newsweek	75%	41%	76%	42%
Fashion/homemaking magazines such as Chatelaine, Vogue, Women's Day	51%	37%	46%	35%
General interest magazines such as New Yorker, Harper's	47%	18%	39%	18%
Other magazines	59%	42%	70%	55%
Travel section of a daily newspaper	100%	38%	100%	38%
Travel section of a weekend edition of a newspaper	100%	43%	100%	48%

Table 17: TV shows watched on a regular basis				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Morning news shows	39%	34%	59%	45%
Early evening news shows	73%	66%	76%	60%
Late evening news shows	67%	50%	64%	52%
News magazine shows	75%	55%	69%	46%
Daytime TV weekdays	20%	25%	27%	24%
Professional sports events	67%	53%	73%	59%
Nature shows	86%	63%	80%	58%
Instructional/hobby shows	70%	53%	64%	42%
Movies on TV	80%	75%	80%	72%
Evening sitcoms	62%	63%	61%	56%
Evening drama	61%	59%	61%	53%
Other TV programs	56%	45%	41%	36%

Table 18: Travel, trade shows attended on a regular basis At least every year or two				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Sportsmen's show	43%	16%	42%	13%
RV or camper show	41%	14%	32%	9%
Boat show	43%	13%	50%	13%
Travel holiday show	43%	9%	44%	6%
Other travel/trade show	57%	20%	38%	13%
Not attended shows	0%	61%	0%	67%

Table 19: Information sources used to plan getaway trips (1-3 nights) in past 2 years				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total travellers who took getaway trips	887,431	13,703,580	7,115,589	129,343,070
Travel agent	40%	31%	47%	36%
Airline reservation system	21%	13%	38%	29%
An auto club, such as CAA	32%	22%	40%	27%
Internet/World Wide Web	38%	28%	44%	41%
Articles in newspapers/magazines	39%	26%	49%	29%
Advertisements in newspapers/magazines	40%	22%	34%	22%
Travel information offices for countries, regions or cities	36%	25%	40%	21%
Travel guide books such as Fodder's or Michelin	17%	12%	25%	16%
Advice of friends/relatives	59%	57%	60%	57%
Visits to trade/travel/sportsmen's shows	17%	5%	16%	6%
Programs on television	15%	8%	23%	10%
Advertisements on television	10%	6%	13%	7%
Travel information received in the mail	16%	13%	34%	19%
Past experience/been there before	59%	60%	76%	66%
Other	16%	10%	10%	10%
Information sources used to plan vacation trips (4+ nights) in past 2 years				
Total travellers who took vacation trips	835,222	13,300,267	6,936,991	121,789,090
Travel agent	49%	39%	47%	38%
Airline reservation system	22%	14%	38%	28%
An auto club, such as CAA	32%	23%	37%	25%
Internet/World Wide Web	32%	24%	44%	37%
Articles in newspapers/magazines	33%	19%	43%	22%
Advertisements in newspapers/magazines	28%	16%	31%	17%
Travel information offices for countries, regions or cities	33%	21%	34%	19%
Travel guide books such as Fodder's or Michelin	21%	13%	22%	15%
Advice of friends/relatives	50%	47%	53%	47%
Visits to trade/travel/sportsmen's shows	11%	3%	12%	3%
Programs on television	12%	6%	20%	8%
Advertisements on television	9%	5%	13%	6%
Travel information received in the mail	16%	10%	34%	16%
Past experience/been there before	48%	49%	56%	51%
Other	12%	8%	7%	9%

Table 20: Highest Level of Education Achieved				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Some secondary or less	11%	14%	6%	9%
Secondary/some post secondary/some trade	29%	30%	44%	46%
Trade diploma/some college/some university	27%	29%	21%	18%
University diploma/bachelor's	24%	19%	17%	15%
Graduate degree/professional degree or designation	9%	7%	11%	12%
Other	0%	0%	0%	0%
DK/Refused	0%	0%	0%	1%

Table 21: Household Income				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Under $20,000	4%	12%	4%	10%
$20,000 to under $40,000	20%	23%	20%	22%
$40,000 to under $60,000	20%	22%	22%	20%
$60,000 to under $80,000	17%	13%	18%	13%
$80,000 to under $100,000	11%	7%	11%	7%
$100,000 or more	18%	9%	14%	10%
Don't Know	6%	7%	2%	5%
Refused	5%	5%	10%	13%

Table 22: Respondent's Gender				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
Male	55%	49%	59%	48%
Female	45%	51%	42%	52%

Table 23: Respondent's Age				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
18-20 Years	3%	6%	2%	5%
21-25 Years	5%	9%	5%	8%
26-30 Years	7%	10%	6%	10%
31-35 Years	9%	11%	7%	10%
36-40 Years	10%	12%	12%	11%
41-45 Years	14%	11%	14%	12%
46-50 Years	14%	10%	14%	9%
51-55 Years	13%	8%	11%	8%
56-60 Years	10%	6%	8%	6%
61-65 Years	7%	5%	6%	5%
66-70 Years	4%	5%	6%	4%
71 and over	6%	7%	9%	9%

Table 24: Household Size				
	Canadian Travel Readers	Other Canadians	US Travel Readers	Other Americans
Total Travellers	919,905	17,062,489	7,754,857	144,974,664
1 Member	10%	13%	19%	21%
2 Members	40%	37%	37%	33%
3 Members	20%	19%	18%	17%
4 Members	20%	21%	17%	17%
5 Members	8%	7%	5%	7%
6 Members and over	2%	4%	4%	4%